

## **Historic, Archive Document**

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plant...pick...ENJOY

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U.S. Department of Agriculture



PLANT PATENT NO. 993

**NEW**

**red rich**  
**EVERBEARING**

YOU CAN ALMOST "eat" those berries right off the page.

A thousand words can't tell the story like this true-color picture does. Note how big and deep red those berries are — how thick and lush the foliage . . . Now, imagine biting into one: Ummmm so honey sweet that more sugar would seem a waste and that firm flesh texture is red clear through the core. That's RED RICH, folks, the biggest, reddest, sweetest berries you ever saw — and to top it all, it's an EVERBEARER that's really everbearing.

**PERFECT FOR FREEZING** — RED RICH is big, solid and firm clear through. It ripens evenly and possesses an abundance of natural sugar. Best of all, it won't mush-up when thawed.

It took 15,000 seedlings before the finest features of the Wayzata everbearing and the Fairfax June bearing were developed in RED RICH . . . it was worth it!

Planted in early spring, RED RICH will bear in June all through the summer and into the fall. Because of its heavy yield fewer plants are needed — for the average family twenty-five plants per person are recommended. The crown and root system are exceptionally large as well as the leaves — a rugged plant, a heavy producer — for table, for freezing, for the commercial grower. Remember, only a limited supply of plants available — ORDER AT ONCE.

Limit 500 Red Rich Plants per customer  
25 for \$5.00, 50 for \$8.50, 100 for \$15.00, 250 for \$32.50  
POSTPAID

All Strawberry Plants Guaranteed  
Complete Planting Instructions with each shipment

**HILLSDALE LANDSCAPE CO.**

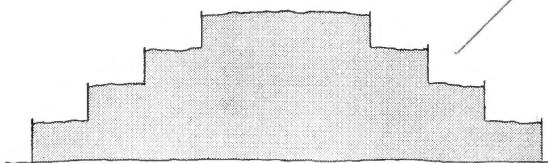
R. R. 13, Box 185  
INDIANAPOLIS 44, INDIANA

Nurseries and Office located on Road 100  
1/4 mile South of Castleton. Phone: BR.5495

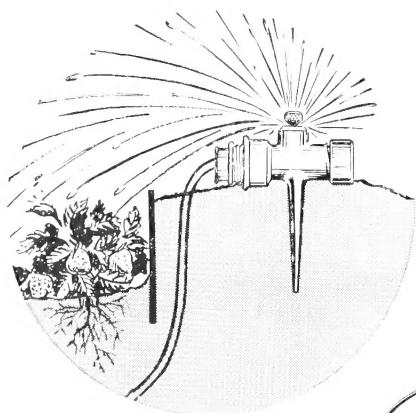


## GROW MORE BERRIES

The bottom aluminum ring of the Pyramid Bed is 6 feet in diameter. (Each band is 5" wide). Merely place on ground, fill with rich soil. Walk over to settle. Repeat simple operation for remaining rings. That's all.

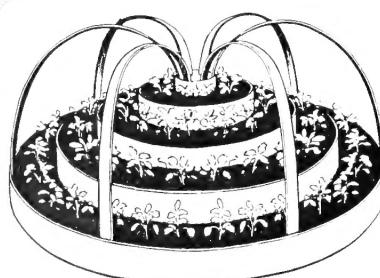


**the easy  
PYRAMID GARDEN  
way . . .**



Available with hose attachment. Copper tubing with nozzle is placed in bed before dirt. Special nozzle sprays entire bed. Merely connect hose and turn on. (optional)

Aluminum supporting strips quickly installed for holding transparent cover or protective netting. Cover makes miniature greenhouse for early planting and frost protection. Netting protects bed from birds. (Strips, cover, netting optional.)



In one-third the space as the conventional garden method you can enjoy an abundant full season growth of ever-bearing strawberries with a Pyramid Garden Bed. Easy to pick from—easy to care for, the attractive Pyramid Garden Bed adds beauty and real practical value to any garden or landscape. Used by some for early vegetable plants, flowers, etc., 50 RED RICH everbearing strawberry plants will yield vigorously all through the long growing season. One Pyramid Bed for a small family, two for the average is ample. Made of a tough aluminum alloy for durability—it will not rust or corrode. Add real beauty to your garden—real bounty for your table with a Pyramid Garden Bed. Order Today.

**Pyramid Bed \$9.25 — with 50 Red Rich plants \$17.75;  
with 75 Superfection plants \$14.00.**

**Optional: 6 Aluminum Strips \$3.50; Transparent Cover \$4.50; Protective Netting \$3.75; Complete Sprinkler \$3.25.**

### POSTPAID

Complete assembly and growing instructions with order.

**GEMZATA...EVERBEARING...** One of the outstanding everbearers of today for both high quality and heavy production throughout the late spring, summer and fall. Produces extra large, firm and fine textured berries right up to freezing time. The Gemzata possesses the unique

ability of producing a highly profitable crop the second season in a matted row. Proven highly successful on a wide range of soils. Produces well the first season. Gemzata is a cross of the well known Gem and Wayzata.

25 for \$2.25, 50 for \$3.75, 100 for \$6.00, 250 for \$12.00, 500 for \$18.75  
— POSTPAID.



#### OTHER VARIETIES

##### Everbearing . . .

**SUPERFECTION** — large, honey-sweet fruit. Grower of large plants. Produces an abundance of berries in spring, summer and fall. Up to a pint of berries per plant has been known for Perfection.

25 for \$2.40, 50 for \$4.35, 100 for \$7.00, 250 for \$14.00, 500 for \$21.90  
— POSTPAID.

##### June Bearing . . .

**TENNESSEE SHIPPER** — A cross of the well-known Blakemore Missionary varieties, a high quality early strawberry plant that is very productive. A large, very firm, well-colored berry that sizes up good and retains its size throughout the season.

**NEW FAIRLAND** — A late introduction of the U.S. Department of Agriculture, Beltsville, Maryland. Ripens just a few days after the Premier when the demand is high for quality fruit. Large bright red berry of good quality.

**NEW ARROWHEAD** — A June bearing from the University of Minnesota Experiment Station. Plants are hardy, vigorous growers, very productive. Very similar growth habits to the well known Dunlap. Berries are large, firm, dark red and juicy. Prized for market, freezing and jam.

**SPARKLE** — (Med. late.) Originated by the New Jersey State Experimental Station. A vigorous grower and very productive. Berries are somewhat round in shape, of excellent quality, and splendid for freezing.

**MAJESTIC** (Mid-Season. Plant Patent No. 345.) Easily grown in most any soil or climate. Berries are large, deep scarlet red to the core. High sugar content makes them excellent for table and canning. Recommended for quick freezing.

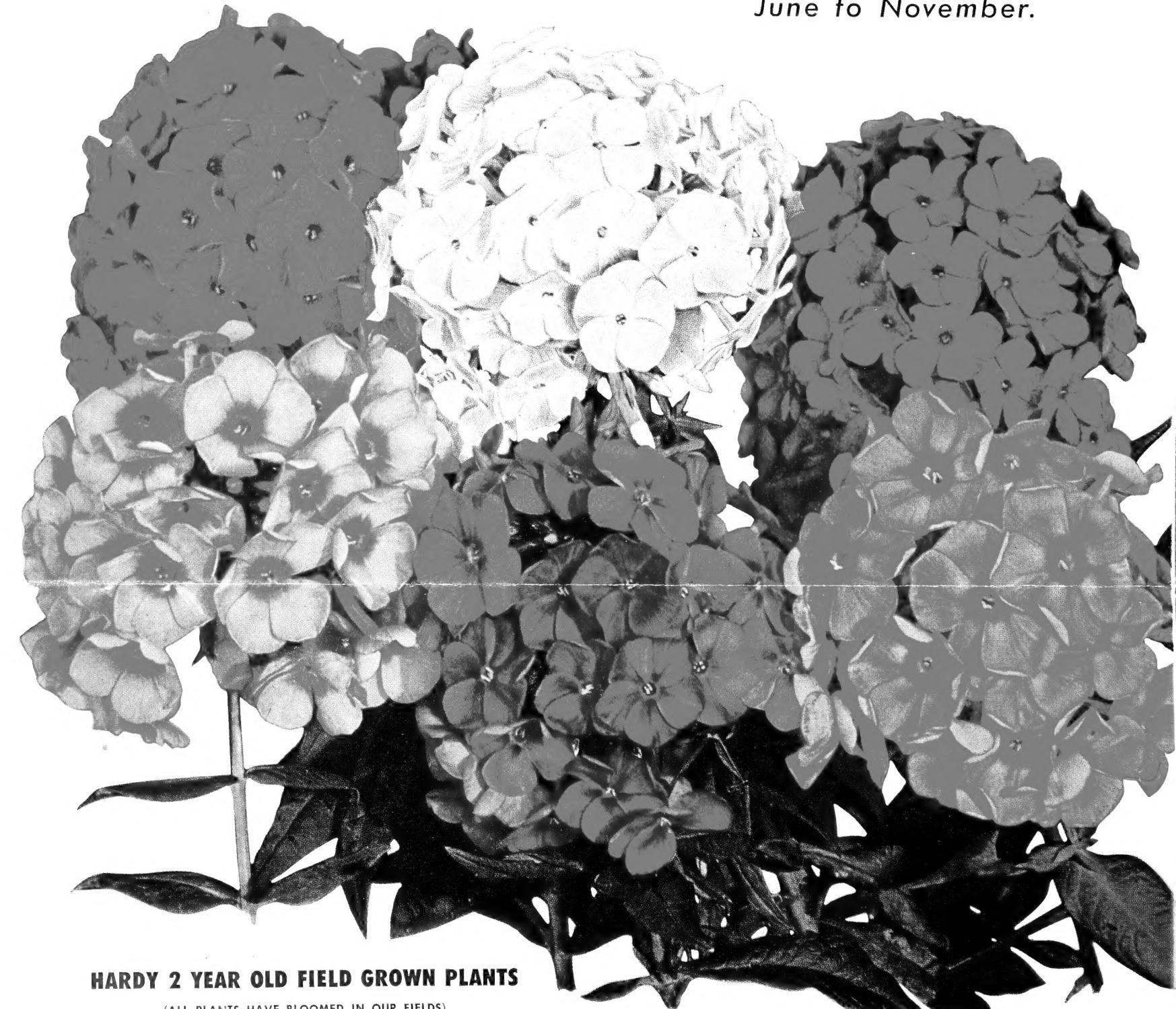
**AMBROSIA** (Late) — One of the largest and latest strawberries known today. Berries are sparkling bright red, uniform, semi-pointed shape — delicious for every purpose. Ripen three weeks later than other varieties and bring a premium on the market.

##### OTHER OUTSTANDING JUNE BEARING: SENATOR DUNLAP, DORSETT, PREMIER

Prices for All June Bearing varieties  
25 for \$1.50, 50 for \$2.25, 100 for \$4.00, 250 for \$8.00,  
500 for \$14.00 — POSTPAID

# Color does it!

These 6 Lovely Phlox  
will add their beauty  
to your garden from  
June to November.



## HARDY 2 YEAR OLD FIELD GROWN PLANTS

(ALL PLANTS HAVE BLOOMED IN OUR FIELDS)

1 each  
of 6 varieties

**\$1 95** POSTPAID

**BRIGHT EYES**—(Tall) Rightly named with its dark red eyes and petals of bright rose pink.

**MARY LOUISE**—(Medium) Pure, glistening white heads and florets of gigantic size. Best of all whites.

**FLASH**—(Tall) A new scarlet red phlox. One of the most popular. Strong grower.

**DAILY SKETCH**—(Tall) A brilliant salmon pink with striking crimson eye. A beautiful Phlox.

**ROYAL PURPLE**—(Medium) Choice of the blue purples. Rich shaded violet with deeper eye.

**SALMON GLOW**—(Medium) Large florets of flame pink and lighter eye—lends a pleasing salmon blush.